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**SONOMA INTERNATIONAL FILM FESTIVAL (SIFF)
NAMES HERB STRATFORD 2022 PROGRAMMING CONSULTANT
FOR SIFF'S 25TH ANNIVERSARY EDITION MARCH 23-27, 2022**

Sonoma, CA October 5, 2021—Sonoma International Film Festival (SIFF) named film festival veteran Herb Stratford as its 2022 Program Consultant. Stratford's primary responsibility, in tandem with Program Director Steve Shor, will be expanding and securing a slate of more than 120 films, filmmakers and industry attendees expected during Sonoma International Film Festival's 25th anniversary festival March 23-27, 2022.

"Our 25th anniversary festival is going to be larger than life—more never seen before films from more countries, and notable industry attendees," said Kevin W. McNeely, SIFF Artistic Director. "We tapped Herb to help us meet our objectives in delivering the best in new independent cinema given his long history in the industry, his expertise and his network of industry veterans."

Stratford wears many hats within the U.S. film festival ecosystem. He is currently the Director of Film Fest Tucson, where he resides; Senior Programmer for the Napa Valley Film Festival, Co-Founder of Stratford Productions and Stratford Art Works; and the President of Historic Theatre Consultants which focuses on preservation of national historic movie theaters.

"Ever since I first attended SIFF, a dozen years ago, I knew it was something special and am thrilled to be part of the team now," Stratford said. "I'm excited to be able to help the team bring even more new and emerging filmmakers to the festival and to help connect them with SIFF's great audiences year-round."

In SIFF Board of Directors news, Sonoma winemaker Ken Wornick has assumed the role of Vice President. Jon Curry, principal at Landers Curry Inc. is President; Keith Casale is Treasurer; Cynthia Wornick is Secretary. General Board of Directors are: Armar A. Archbold, Bob Berg, Chris Cahill, Greg Hans, Kimberly Hughes and Ted Judson.

About Sonoma International Film Festival

The Sonoma International Film Festival is a 501(c)3 corporation dedicated to promoting independent film, supporting filmmakers around the world, and inspiring film lovers. Blending a program of world-class film, food, wine and fun, SIFF hosts an annual festival in March, as well as year-round live and virtual events such as SIFF Summerfest and SIFF Saturdays, a monthly virtual film screened on the last Saturday of every month.

SIFF's signature initiative--the Media Arts Program started at Sonoma Valley High School in 2002--introduces students to the process of storytelling and provides the resources for them to create films. SIFF has granted more than \$650,000 to the program since its inception.

Sonoma International Film Festival celebrates 25 years March 23-27, 2022. Passes on sale now at sonomafilmfest.org.

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